

CQI and IRCA

Media information 2025

The Chartered Quality Institute (CQI) is the UK's leading professional body for the advancement of quality practices



Maximise a quality audience

Setting professional standards and championing excellence across the globe

With more than 18,000 members in 100 countries, the CQI has been championing organisational excellence for more than a century, setting professional standards for quality management in the UK and globally.

Granted a Royal Charter in 2006, the CQI is the only body that can confer individual Chartered status on quality management professionals.

The CQI is also the partner of choice for systems audit professionals, thanks to its International Register of Certificated Auditors (IRCA) certification.

IRCA is the leading register for management systems auditors, helping them to demonstrate their professional competence, boost their career prospects, and be recognised as world leaders in their field.

IRCA members receive digital access to *Quality World* magazine, which includes content relevant to management systems auditors in each issue and regularly includes an IRCA feature.

There is also auditing content on [quality.org](https://www.quality.org).

PRINT

Tap into the power of print

Quality World is the official membership magazine of the CQI



The CQI offers members opportunities to network and share ideas, with a central mission to promote best practice through professional recognition, qualifications, training, events and involvement in policy issues.

Carrying your message to more than 10,000 CQI members and 1,000 individual subscribers, both in the UK and globally, *Quality World* is the international magazine dedicated to the quality profession.

Available in print four times a year and published in a digital format online, it's the leading source of information on the world of quality, from

the latest opinions and thought leadership, to case studies, tools and career advice for quality professionals.

Quality World's mission is to provide useful practical tools and case studies for quality professionals to apply to their work. The magazine offers forecasts and direction on the future of the profession, as well as broader, important themes from the business world.

Covering everything from governance, assurance, improvement and leadership, to quality standards and quality tools, the magazine is packed with insight and information to help you be a better quality professional.

For more information, email olivia.robinson@cplone.co.uk

Approved Training Partner Directory

Target the right audiences for your training courses

The *Quality World* Approved Training Partner (ATP) Directory is an exclusive opportunity for certified ATPs to place your company in front of more than 10,000 CQI and IRCA member subscribers internationally. The directory is a perfect opportunity to talk about any specific courses or offers you're running over the next few months or the coming year.

There are two different ad size options available:

| Type | Size (WxH) | Price |
|----------------------|------------|-----------------------------------|
| Eighth page listing | 88x63mm | Single issue rate: £450 |
| | | Annual rate (four issues): £950 |
| Quarter page listing | 182x63mm | Single issue rate: £600 |
| | | Annual rate (four issues): £1,400 |



Print advertising

Advertising rates

| Size and position | Price |
|--------------------|--------|
| Full page | £1,995 |
| Half page | £1,182 |
| Quarter page | £867 |
| Double-page spread | £3,355 |
| Inside front cover | £2,379 |
| Inside back cover | £2,085 |
| Outside back cover | £2,379 |
| Printed paper wrap | £3,500 |

Inserts

| Weight (g) | Price |
|--------------------|--------|
| Up to 10 grams | £1,460 |
| More than 11 grams | POA |

Quality World is the essential read for quality professionals. This means that your partnership with us will land in the hands of those with purchasing power or with a genuine interest in what you have to say.

Advertising within these pages will ensure that your brand and proposition are recognised and understood by quality professionals, those who are influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

Advertising dates

| Issue | Artwork deadline | Publication date |
|-------------|------------------|------------------|
| Spring 2025 | 7 March | 1 April |
| Summer 2025 | 13 June | 8 July |
| Autumn 2025 | 5 September | 30 September |
| Winter 2025 | 15 November | 9 December |



Commercial content

Quality World is recognised for its authoritative editorial content – boost the reputation of your product or service via our distinct commercial content opportunities

Sponsored features

Underline your position as an expert in the quality and auditing sectors by contributing a thought leadership, case study or opinion piece. Or dedicate a page or two to telling your organisation's story and why it's relevant for our audience. Copy to be written by *Quality World* journalists, or supplied by you in a journalistic style. All copy to be labelled clearly as sponsored, subject to usual editorial checks for factual accuracy and to be approved via *Quality World* and CQI editorial team.

Rate: From £1,200 for a half-page feature.

Forward features

Each year we publish a list of features scheduled to appear in each issue of *Quality World*.

We invite stakeholders and/or their marketing and PR agencies to submit to the editor suggestions of stories and case studies that would add value to these features and they will be included if the editor feels they are suitable. To guarantee readers see your related product or service, there is the opportunity to pay for an advertisement close to the relevant feature.

The features list will be available in December 2024. In the meantime, if you have any queries, please contact Olivia Robinson via the email address below.



Note: All commercial copy is clearly labelled as such and publication is always subject to the approval of the editor and CQI.

For more information, email olivia.robinson@cplone.co.uk

Quality Careers Hub

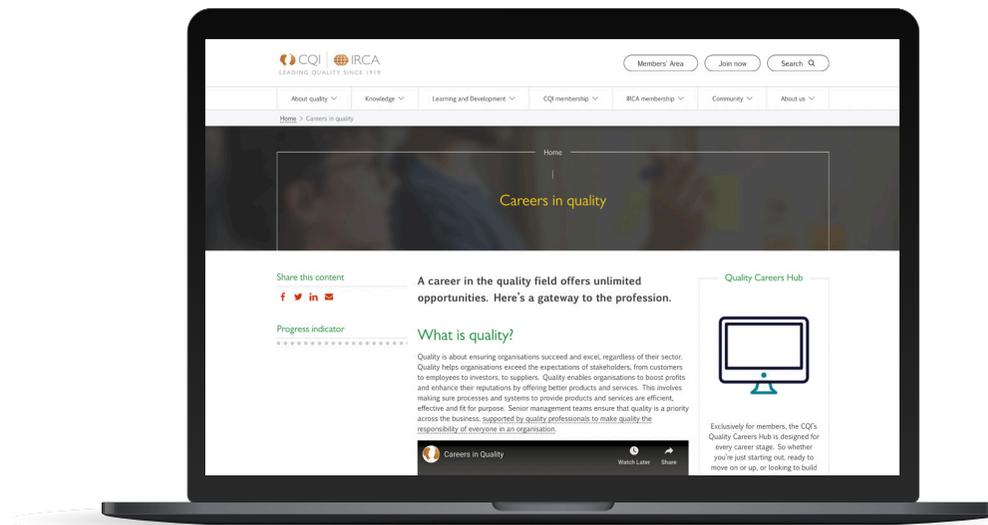
Among the many benefits on offer for CQI and IRCA members is the Quality Careers Hub – a one-stop-shop for those looking for their next career opportunity, whatever their level or the stage in their career

The site offers online learning modules, assessments, tools, advice, and much more, all aimed at helping quality professionals to identify their skills gap, develop their knowledge and skills, set future goals, and prepare for their next role.

And this makes the Quality Jobs section within the Quality Careers Hub the best place to advertise a vacancy in the quality profession.

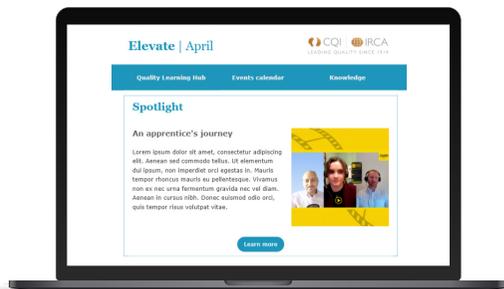
We are offering a 10% discount for adverts booked by CQI members, and for CQI Corporate Partners we offer advertising bundles, which would secure you a discounted rate for committing to advertising multiple jobs throughout the year.

Visit the Quality Careers Hub at quality.org/qch



| Type | Price | Position |
|------------------|-----------------|--|
| Standard Listing | £990 plus VAT | Housed on Quality Jobs, as well as under relevant searches |
| Premium Listing | £1,375 plus VAT | Housed on Quality Jobs, as well as under relevant searches. Also appears at the top of all relevant searches |

Digital advertising



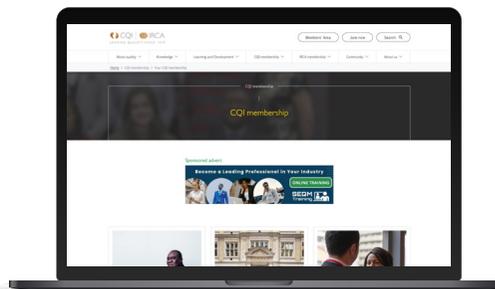
Elevate e-newsletters

Introducing Elevate, our new monthly newsletter delivering the latest professional development opportunities, including events, e-learning, articles, videos, podcasts, and industry news – helping you grow, connect, and stay ahead in quality.



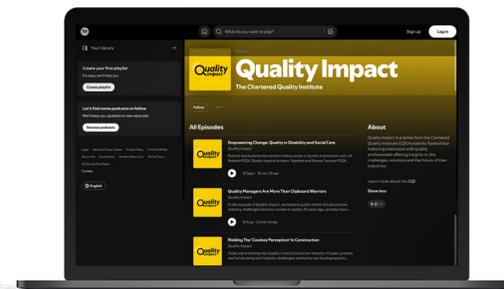
Networks e-newsletters

The CQI and IRCA Networks e-newsletter is sent monthly to quality and auditing professionals, directing traffic to your target destination. Each includes expert opinions on the industry's hot topics, news, courses, events and jobs.



Website banner

The CQI website (quality.org) receives more than 207,468 average page views per month. By advertising through the array of site-wide options, you can engage with the industry and increase brand visibility.



Podcast sponsor

Quality Impact is a podcast series from the Chartered Quality Institute featuring interviews with quality professionals offering insights on the challenges, solutions and the future of their industries.

| Type | Size (WxH) | Price |
|----------------|--|--------|
| Banner | 560x150px | £1,010 |
| MPU | 279x358px | £1,010 |
| Sponsored post | 560x150px (50-80 words, excluding title, CTA and image) | £1,100 |

| Type | Size (WxH) | Price |
|----------------|--|--------|
| Banner | 560x150px | £1,010 |
| MPU | 279x358px | £1,010 |
| Sponsored post | 560x150px (50-80 words, excluding title, CTA and image) | £1,100 |

| Type | Size (WxH) | Price |
|--------|------------|--------|
| Banner | 970x250px | £1,010 |

| Type | Price |
|-------------|--------|
| Sponsorship | £1,000 |

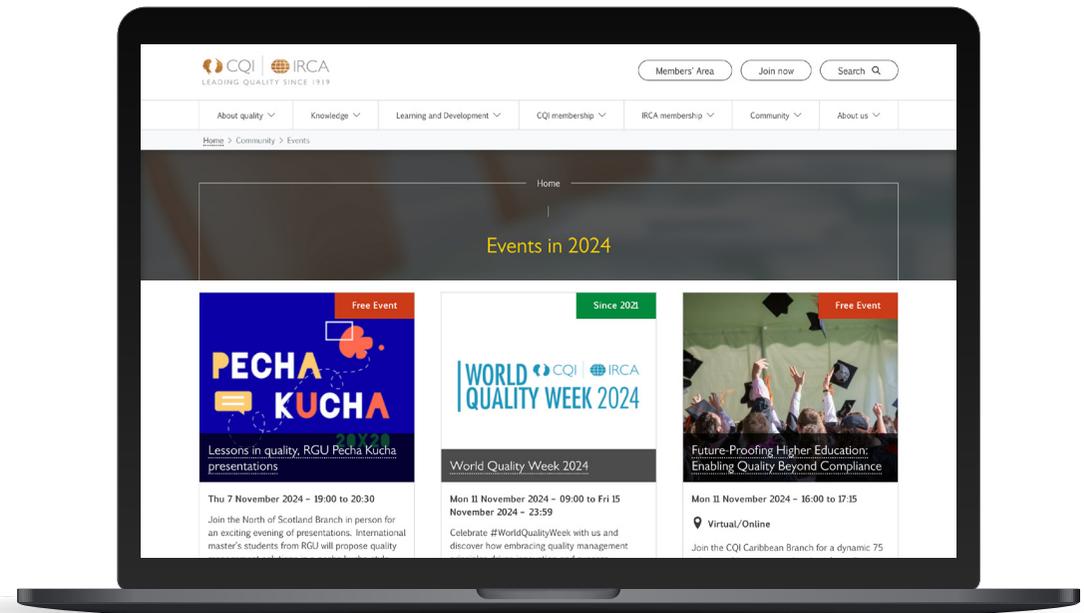
Expand your reach with tailored sponsorship opportunities

Beyond traditional advertising, we offer a range of sponsorship and partnership opportunities designed to connect your brand with quality management professionals in impactful ways. From our flagship Quality Live event to webinars, awards, and custom event sponsorships, we provide flexible options to match your goals.

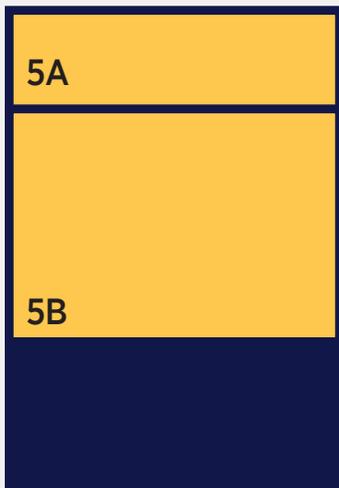
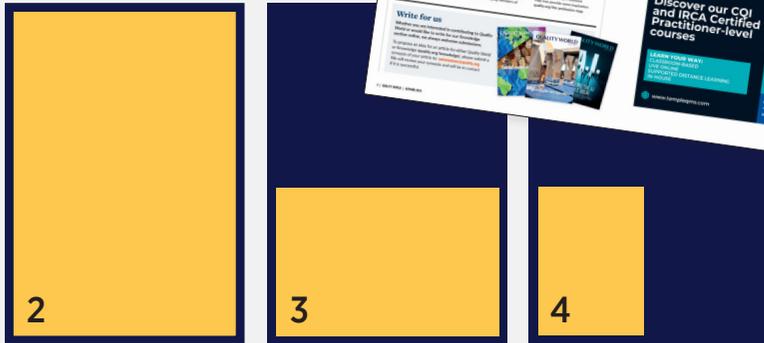
Our sponsorship offerings are tailored to foster meaningful engagement with quality leaders and practitioners. Some of the opportunities include:

- **Event sponsorships** (such as Quality Live and International Quality Awards)
- **Webinars and online events**
- **Screen slides and event materials**

Interested in exploring how we can support your goals? Contact us to discuss options, and let's craft a partnership that meets your needs.



Artwork specifications



1 Double-page spread (WxH)

Bleed – 426mm x 303mm

Trim – 420mm x 297mm

Type – 392mm x 267mm

2 Full page (WxH)

Bleed – 216mm x 202mm

Trim – 210mm x 297mm

Type – 182mm x 267mm

3 Half page (WxH)

182mm x 131mm

4 Quarter page (WxH)

88.9mm x 131mm

5 Printed paper wrap (WxH)

5A sealed side – 297mm x 85mm

5B non sealed side – 297mm x 210mm

Print

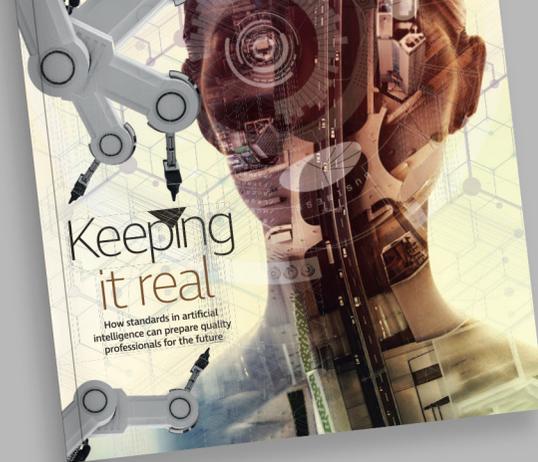
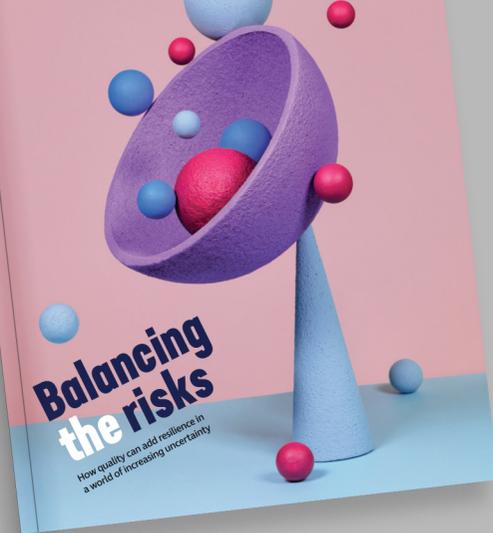
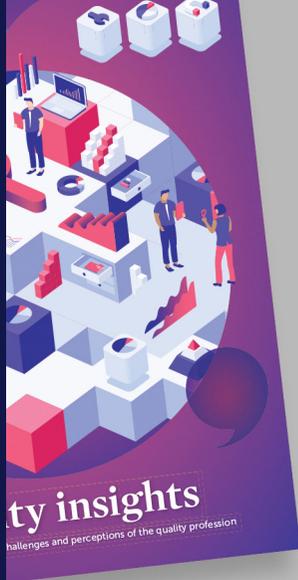
All print advertisements must be supplied as high-resolution print-ready pdf files.

Images should be placed as CMYK eps, tiffs or jpeg files at a resolution of 300 dpi at actual size. Do not supply GIF or RGB files.

Digital

All digital advertisements can be supplied as jpeg or GIF files.





To find out more about our advertising opportunities, please get in touch:

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olivia.robinson@cplone.co.uk



CQI | IRCA
LEADING QUALITY SINCE 1919

Time to renew your membership
Turn to pages 34-35 for more details